

EDUCATION, SCIENCE AND TRAINING

SENATE LEGISLATION COMMITTEE - QUESTIONS ON NOTICE 2006-2007 ADDITIONAL ESTIMATES HEARING

Outcome: All

Output Group: All

DEST Question No. E779_07

Senator Wong provided in writing.

Question:

Advertising Campaigns

1. What sum was spent on each of the active advertising campaigns for each department and agency in the Minister's portfolio?
2. In attachment A – a list of active campaigns that were tabled in on 30 October 2006 at Senate Estimates, what were the actual costs for those which have been completed as relevant to each department and agency in the Minister's portfolio?
3. At the Budget Estimates in May 2006, the Budget Papers listed the following Pending Campaigns (from Budget Papers: period up to 4 years)

Campaign	\$M
Smart Card	47.3
Child Support Reform	36.1
Promote Private Health Cover	52.1
Medicare direct mail	17.5
New family law arrangements	19.9
Independent contractors	<15
Pensions real estate/assets test	5.9 (at least, over 2 years)
Smart Traveller	13.1
Alcohol abuse	25.2
Citizenship	4
Disease risk factors	
Child care rebate	
Family Law arrangements	
Illicit drugs and mental illness	
Living in Harmony Initiative	

4. For those campaigns which are relevant to each department and agency in the Minister's portfolio, what is the:
 - a. planning progress for campaigns;
 - b. likely start dates; and
 - c. media spend.

Answer:

Advertising Campaigns

DEST has provided the following response:

1. Until the campaign is finalised these costs are not available.

2. The campaign has not been completed.
3. Not applicable
4. Not applicable

ANSTO has provided the following response:

1. ANSTO has spent a total of \$10,734 advertising site science tours and Community Discussions this financial year.
2. Not applicable
3. Not applicable
4. The two small ANSTO campaigns are ongoing through the year for site science tours and occur twice-yearly for Community Discussions. The Community Discussions advertising occur in March and October and the site tour advertising occurs in local newspapers on a monthly basis. Media spend is noted previously.

AIMS has provided the following response:

1. Nil
2. Not applicable
3. Not applicable
4. Not applicable

AIATSIS has provided the following response:

1. Nil
2. Not applicable
3. Not applicable
4. Not applicable

ARC has provided the following response:

1. Nil
2. Not applicable
3. Not applicable
4. Not applicable

CSIRO has provided the following response:

1. Nil
2. Not applicable
3. Not applicable

4. Not applicable